

ABSTRACT OF THE DISCLOSURE

Even if the digital camera is inexpensive without the function of reproducing images, it can effectively use a memory capacity and has the function of responding to quick image-capturing, and important images can be recorded with higher priority. The digital camera comprises a priority selection switch for selecting priority of an image, and information about selected priority is recorded in association with the image when the image is recorded. For example, priority is ranked on three stages of "important", "normal", and "memo". When a recording medium for storing image data has an insufficient memory capacity, control is exercised such that an image with priority lower than a newly captured image is automatically erased to record the new image. Further, a recorded image may be analyzed to automatically assign a low priority value to an image that may be damaged.